

**IMPACT OF PHARMACEUTICAL PACKAGING ON RETAIL
SALES, PURCHASING DECISION OF CONSUMERS AND
PRESCRIBING DECISION OF DOCTORS**

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for the partial fulfillment for the award of the degree of Master of Business Administration (MBA)
in
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By

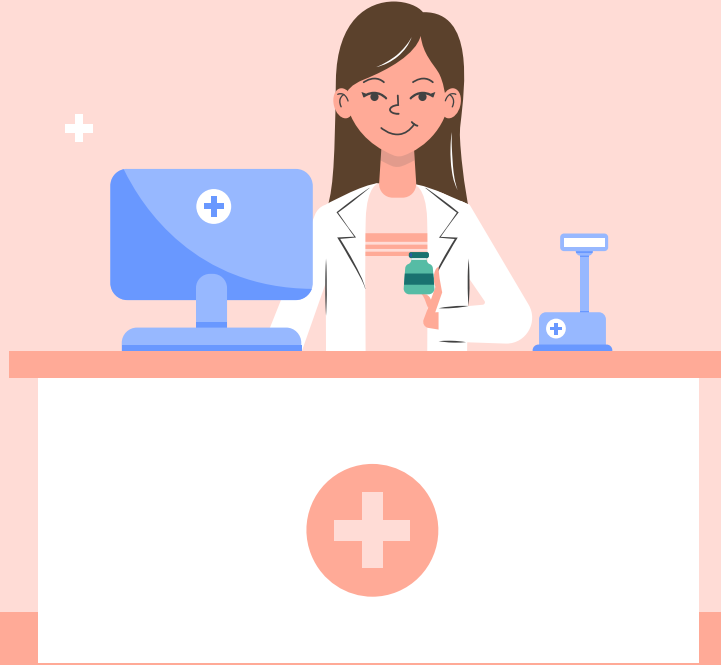
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IMPACT OF PHARMACEUTICAL PACKAGING ON RETAIL SALES, PURCHASING DECISION OF CONSUMERS AND PRESCRIBING DECISION OF DOCTORS



Lets begin.

TABLE OF CONTENTS

01

INTRODUCTION

Background of the Project, Models of Buyers decision making, Consumer Purchase Decision, Importance Of Packaging, Objectives of The Study, Research Problems.

02

OBJECTIVE OF STUDY

Includes main objective of study.

03

RESEARCH QUESTION

Key objective of the project

04

PACKAGING ELEMENTS

Detailed study of key aspects of packaging.

05

RESEARCH METHODOLOGY

Designing survey forms and collection of forms, analysis part of the survey and its procedure.

06

VARIOUS MODELS OF SURVEY

Patient Based Survey, Medical Stores Based Survey and Doctors Based Survey.

07

CONCLUSION AND FUTURE SCOPE

08

SCOPE OF PROJECT

09

REFERENCES AND SOURCES

❖ INTRODUCTION

- Packaging elements like color, background image, packaging material, mascots, brand logo and label design, information plays very important role in creating a positive image of brand in the eyes of the patient.
- Because of increasing self-medication and changing consumer's lifestyle the interest in package as a tool of sales promotion and also a stimulator of impulsive buying behavior is growing at a very high rate.
- Customers have high expectations from local pharmaceutical companies to come out with packaging that meets their needs due to the rise in consumer needs and the importation of foreign pharmaceutical products

❖ Objectives Of Study

1. To study the impact of packaging design of cough syrup bottle on the purchasing decision of patients/consumers.
2. To study the impact of packaging of cough syrup bottle on the prescribing behavior of doctors.
3. To study the impact of packaging of cough syrup on the over-the-counter sales.
4. To identify the different attributes which should be highlighted while designing of packaging.

❖ RESEARCH QUESTION

How does the packaging of Pharmaceutical Products can influence the prescribing decision of doctors and purchasing behavior of patients?

❖ PACKAGING ELEMENTS

1. Color :

- Dark colours are more likely than light colours to be associated with more expensive and/or effective products (Ampuero and Vila 2006).
- Warm colours (red, yellow) attract attention better than cold colours (green, blue), according to several research (Kauppinen-Raisanen and Luomal, 2010; Grossman & Wisenblit, 1999).
- Dark colours are more likely than light colours to be associated with more expensive and/or effective products (Ampuero and Vila 2006).

2. Imagery :

- The use of product imagery on packaging has been linked to increased product distinction (Underwood, Klein & Burke 2001; Ampuero and Vila, 2006).
- Labbe, Pineau, and Martin (2012) discovered that packaging images influenced perceptions of product 'naturalness' in an investigation.
- Product images on packaging were found to be more related with organic qualities than graphics by Baik et al., (2011).

3. Information :

- According to several researches, too much information on packaging has a negative impact on consumer response and attitudes (Meyvis & Janiszewski 2002).
- Information is important in terms of dosage , administration , about the product , storage conditions etc as pharmaceutical products are sensitive in nature.



4. Design:

- From a marketing perspective a number of studies discussed the indicators of success of a brand through the strength of its marketing strategy, and in particular packaging designs Strategies (Gelici-Zeko, 2012; Ahmed, Parmar and Amin, 2014; Mohebbi, 2013; Magnier, Schoormans and Mugge, 2016.
- Grant et al (2015) also has identified the package design to be the “silent sales-man” who attracts consumers more than other communication tools.

5. Typography and Mascot :

- Typography is a major function to design. Typography is the art or process of setting and arranging typefaces to stylize the appearance. typography can define the product, help differentiate the brand, and affect customer preferences.
- “Typography is the art of mechanically producing letters, numbers, symbols, and shapes through an understanding of the basic elements, principles, and attributes of design.” Beatrice Warde (1956).
- mascots can broaden the horizons of personification by creating unexpected and catchy looks or making characters alive.
- . Mascots are also very good medium to connect to the consumers and specially with the small age groups customers prefer attractive packaging with mascots

❖ Consumer perception

- **Consumer behavior** is the study of consumers and the processes they use to choose, use (consume), and dispose of products and services, including consumers' emotional, mental, and behavioral responses. The entire process of customer perception starts when a consumer sees or gets information about a particular product.

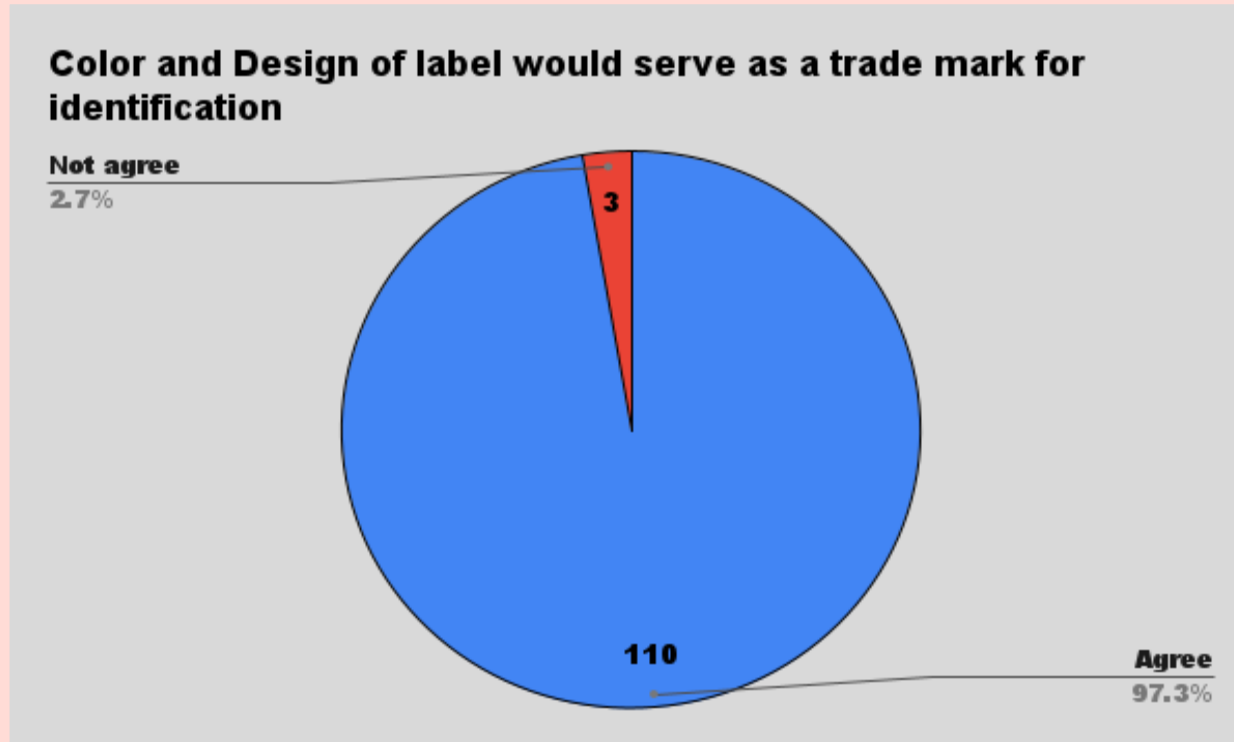
❖ Research Methodology

1. **Research Design:** A survey designed, and responses were collected from Doctors, Consumers and medical stores were taken.
2. **Study Population:** Total 180 Indian participants were considered, out of which 114 were consumers 40 were the medical store owners and 26 were the doctors.
3. **Research procedures:** For conducting the study Likert scale approach was used and also a descriptive approach was followed. So, for data collection a structured questionnaire was prepared, the questions were framed according to the project objectives.
4. **Sampling techniques:** Google forms were used in the collection of data and these Google forms were circulated through various social media platforms such as WhatsApp, LinkedIn, etc. the survey was also done in offline mode in which walk ins were done in the medical stores and questions were asked to the medical store owners and pharmacists.
5. **Study Tools:** The survey was based on Likert's method of questionnaires and Google sheets, MS Excel, MS Word and Google forms were used for the purpose of data collection, Data analysis and For the final presentation of the results and conclusions. Various social media tools were also used to collect the data from the various participants of the survey

**01 Patients/Consumer
Based Survey**

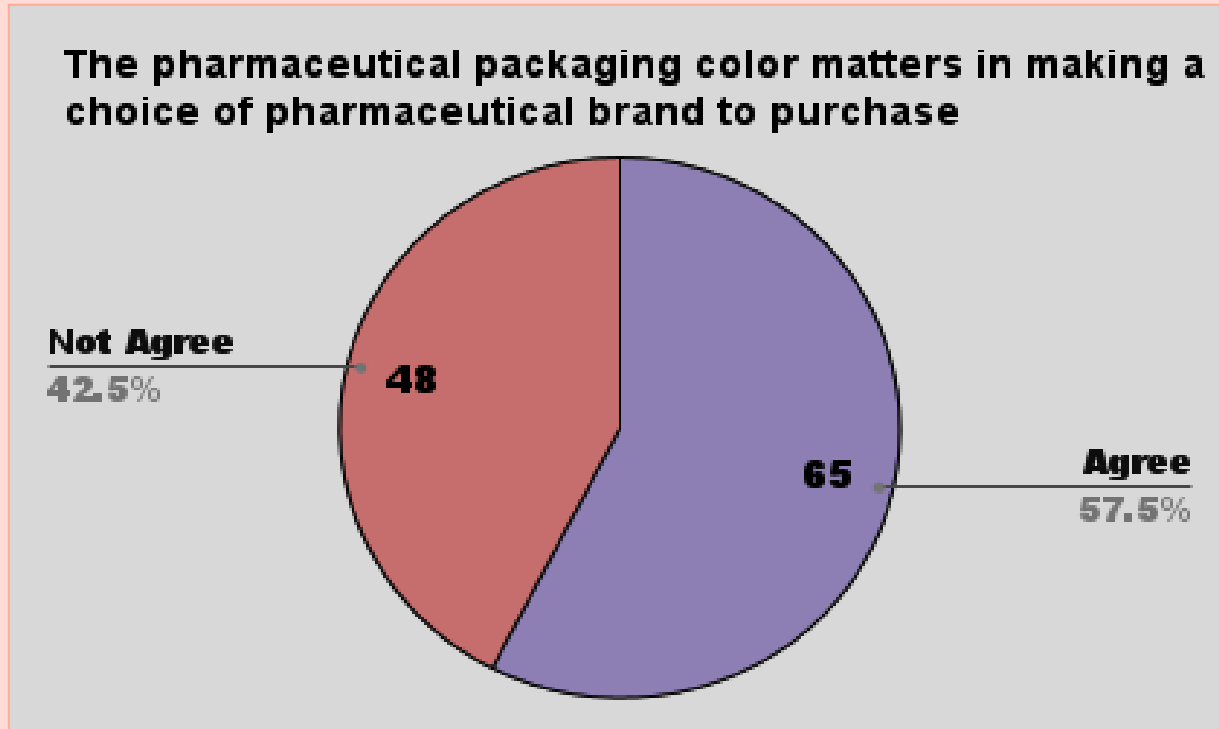
❖ Results

1. Color and design of label would serve as a trademark for identification.

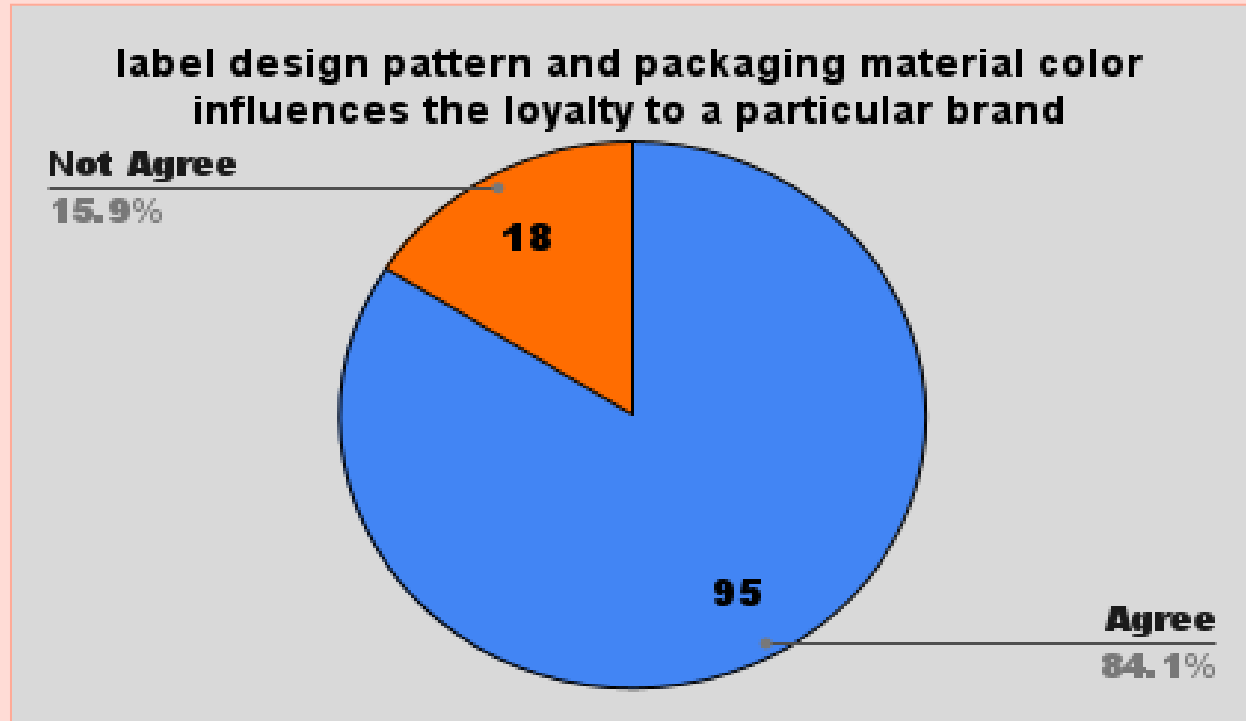


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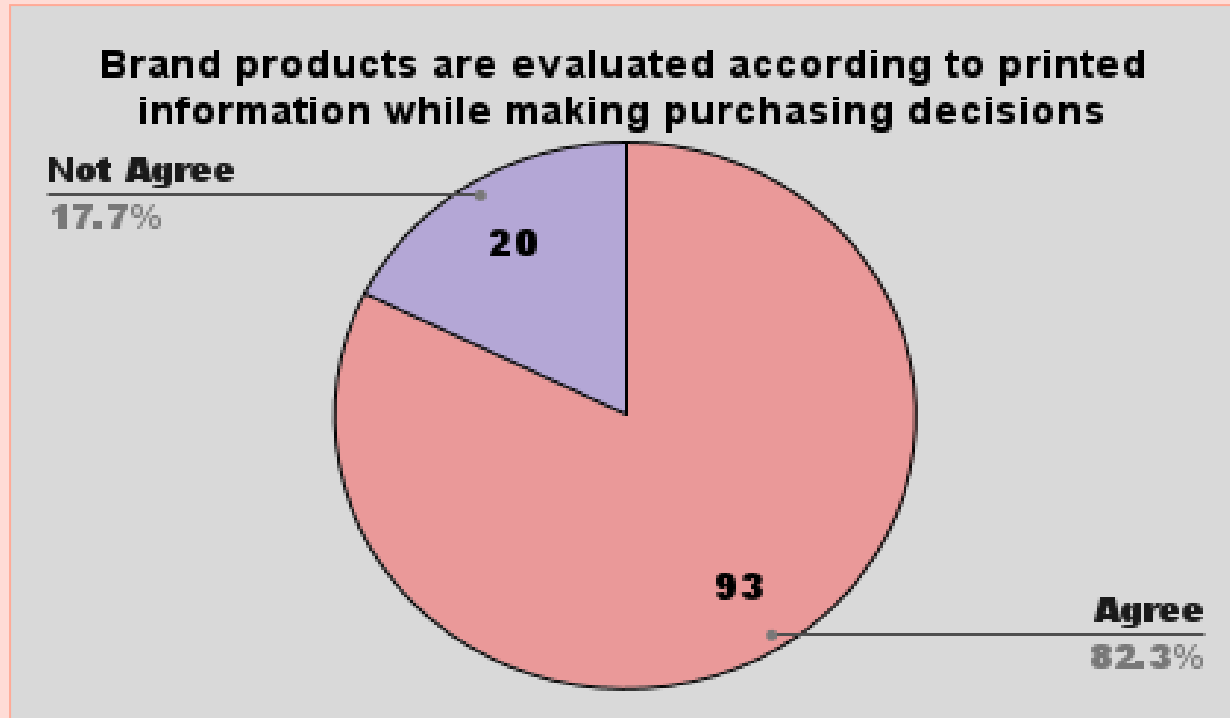
2. The pharmaceutical packaging color matters in making a choice of pharmaceutical brand to purchase.



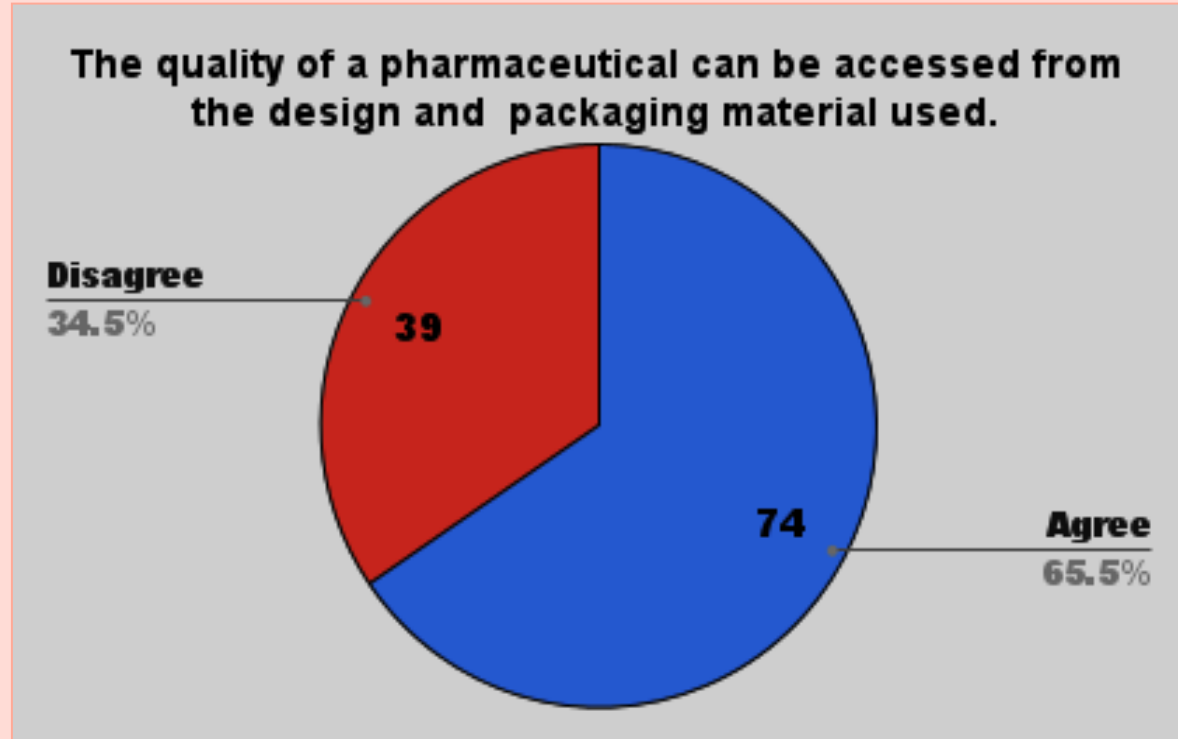
3. Label design pattern and packaging material color influences the loyalty to a particular brand



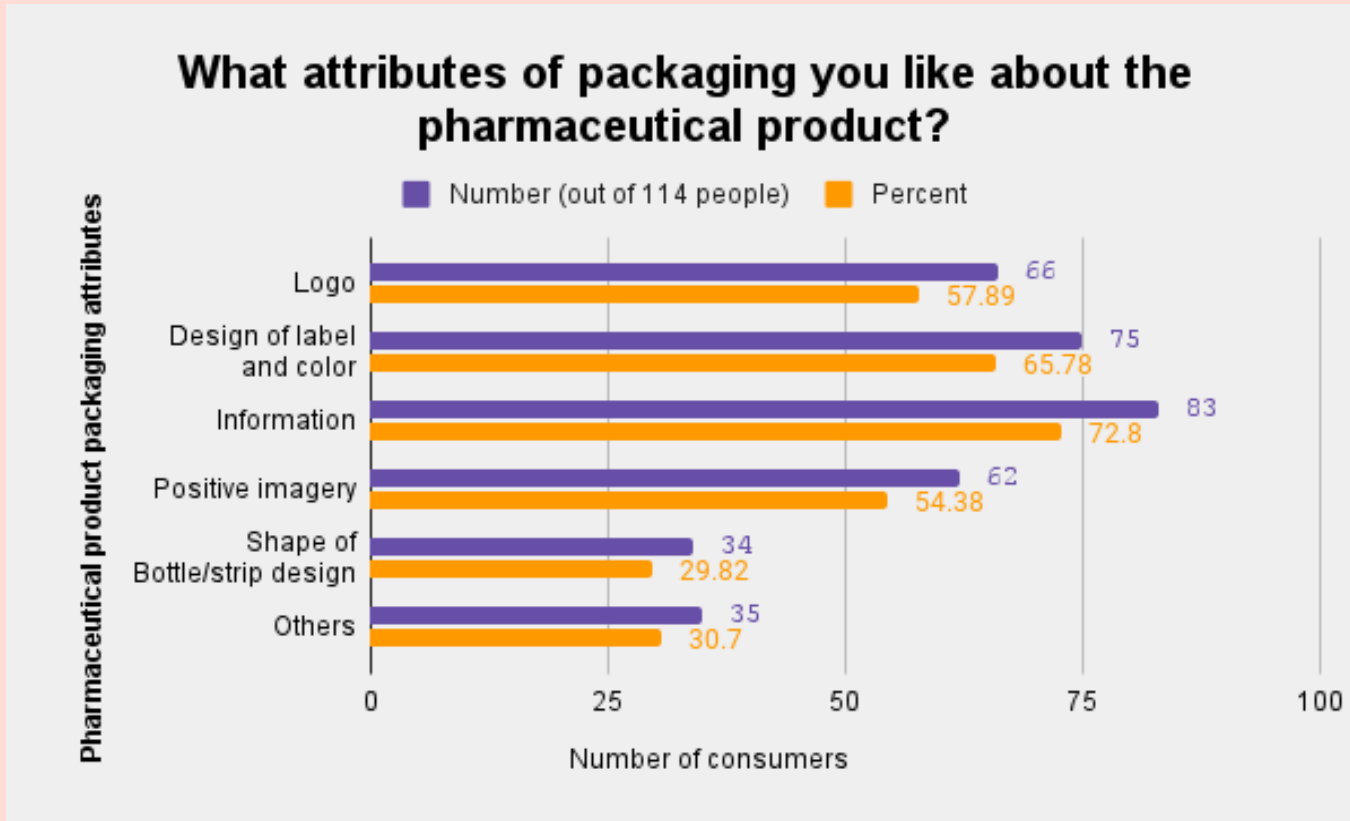
4. Brand products are evaluated according to printed information while making purchasing decisions



5. The quality of a pharmaceutical can be accessed from the design and packaging material used.

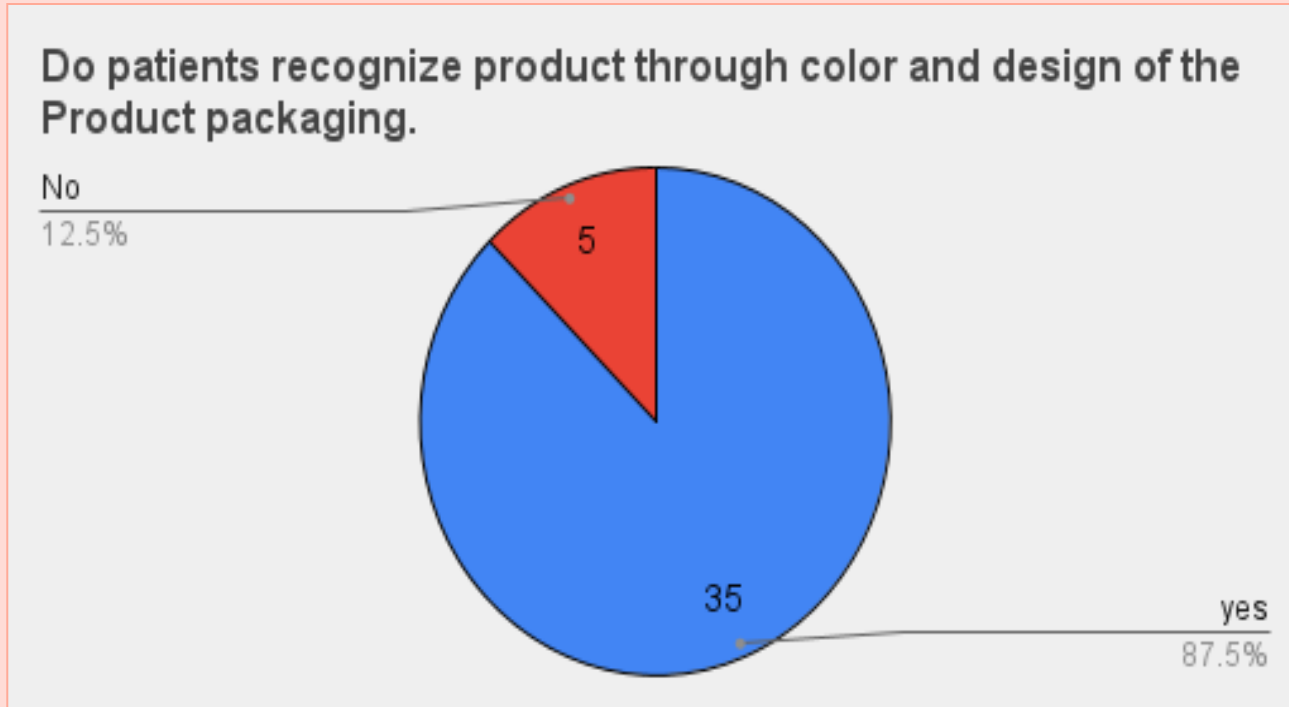


6. What attributes of packaging you like about the pharmaceutical product?

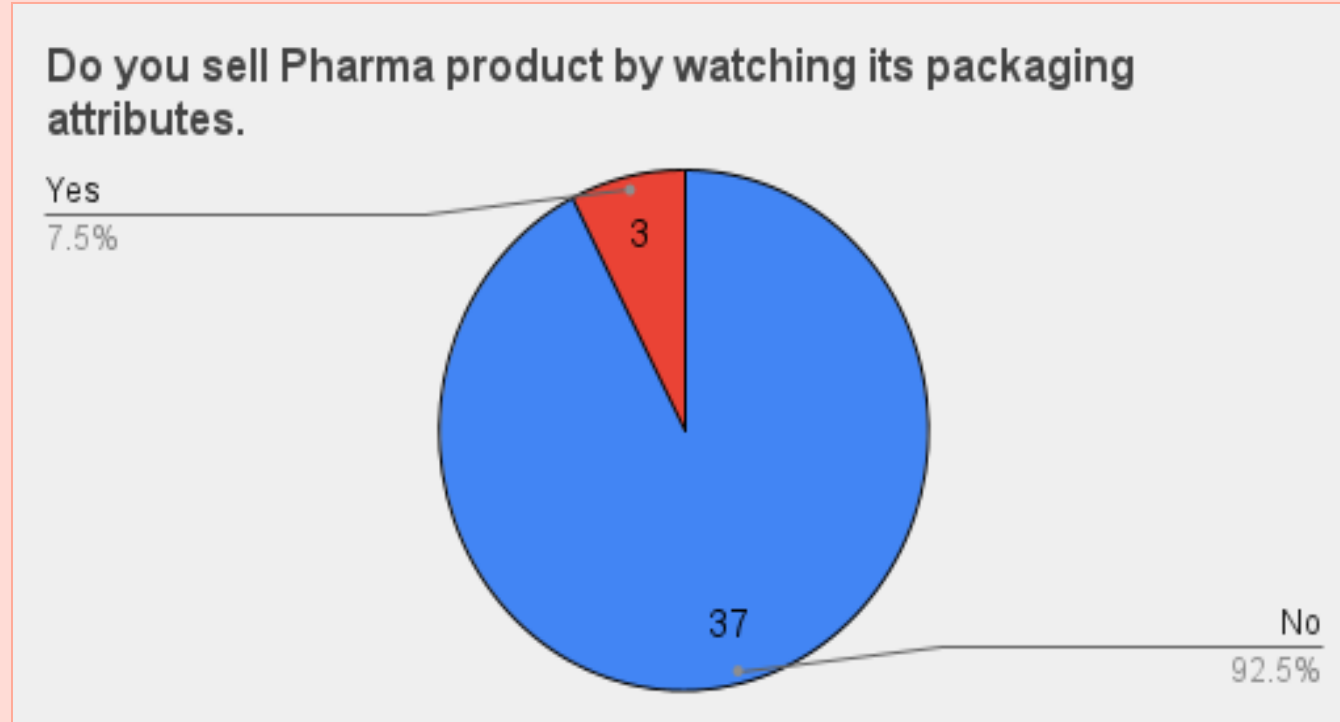


**02 Medical Stores
Based Survey**

❖ **Do patients recognize product through color and design of the Product packaging.**

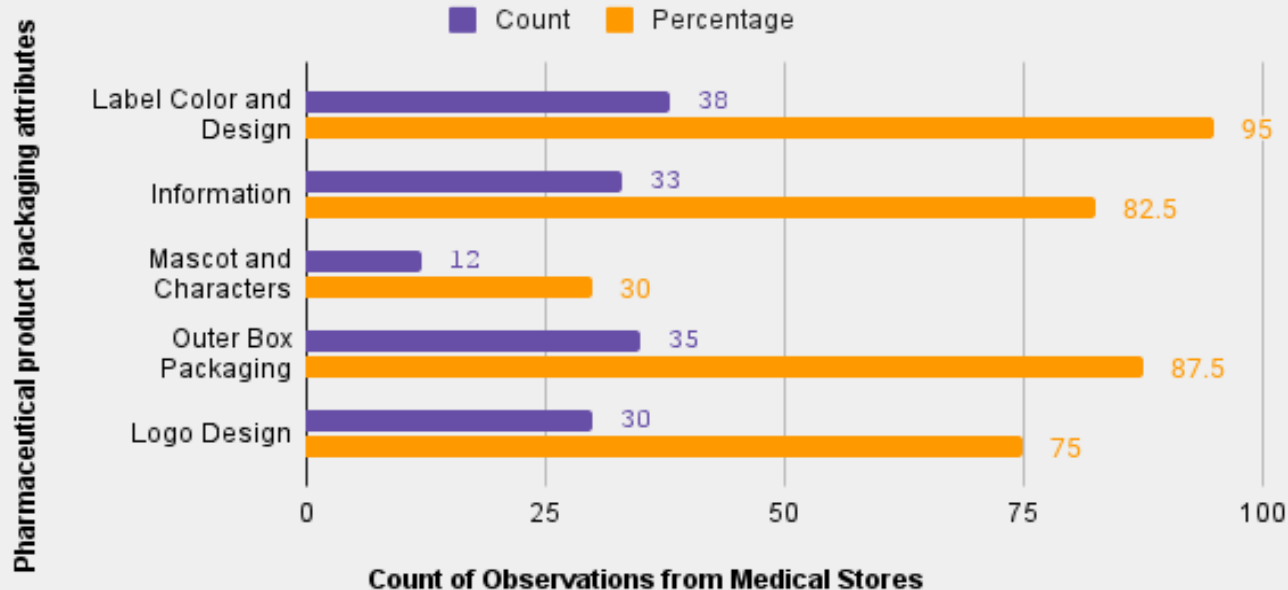


❖ Do you sell Pharma product by watching its packaging attributes?

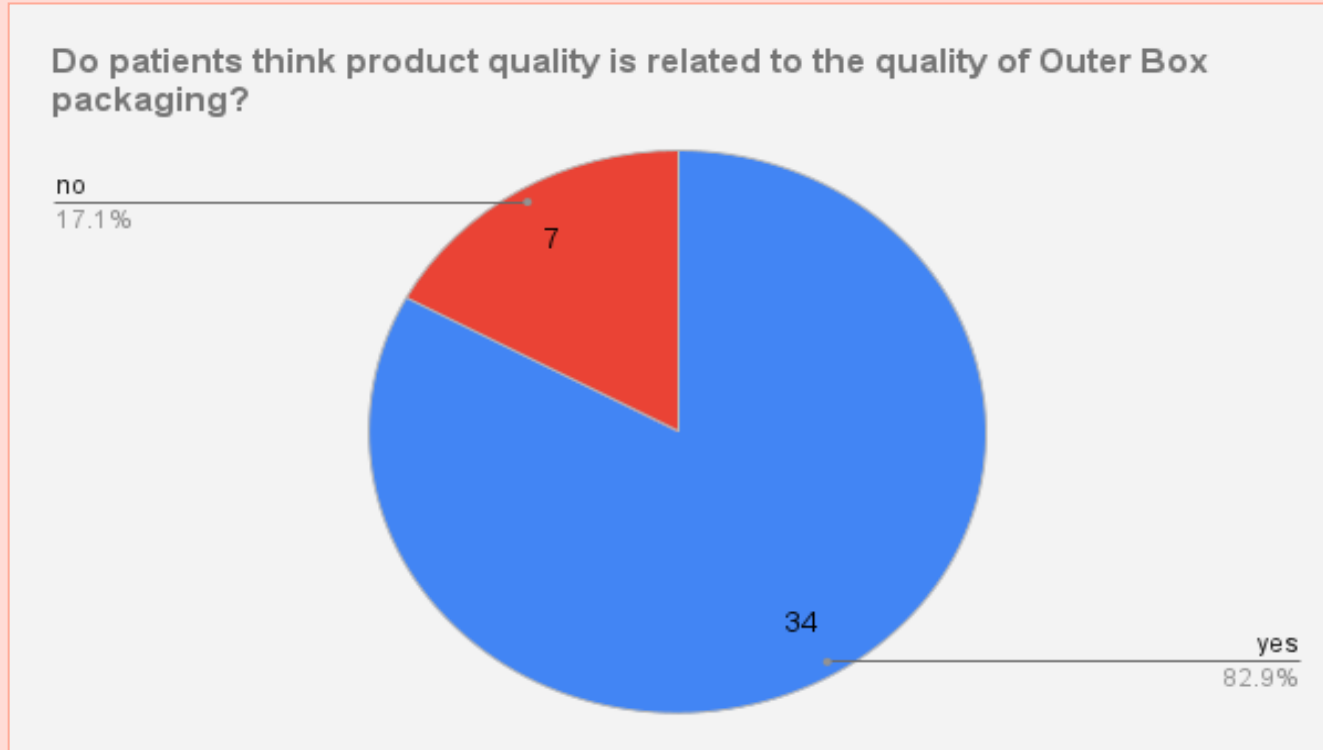


❖ What are some of the packaging attributes that are important in pharmaceutical packaging?

Packaging Attributes that are Important in Pharmaceutical syrup packaging?



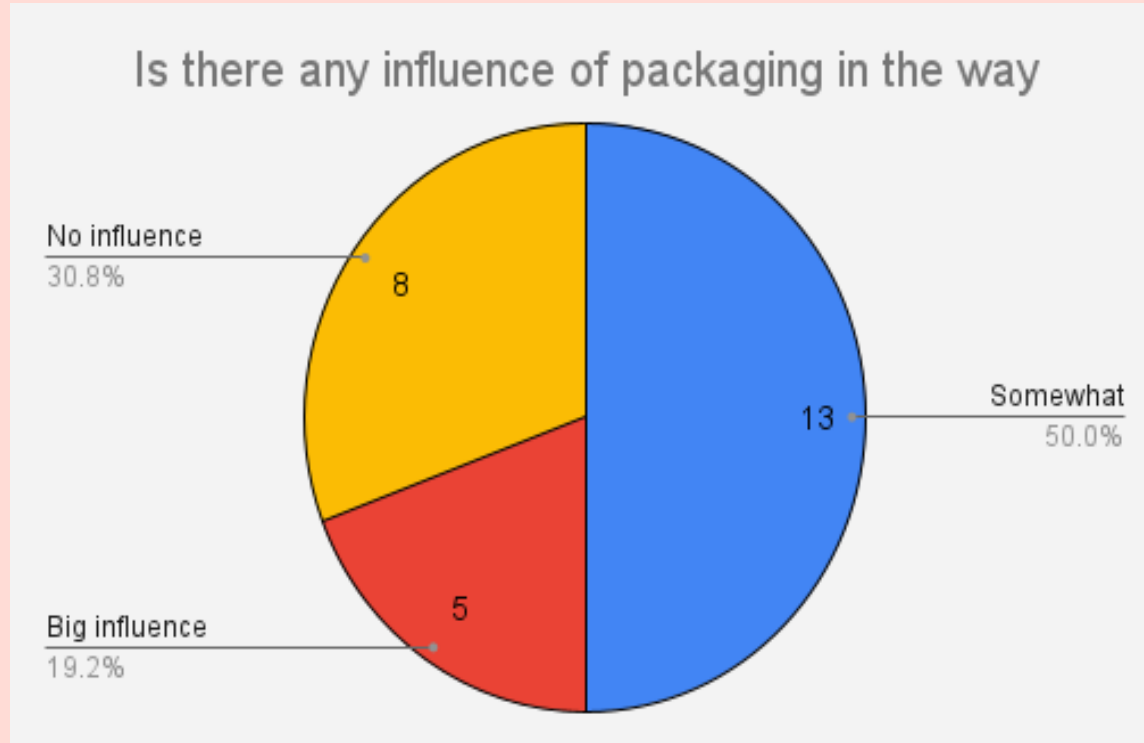
❖ Do patients think product quality is related to the quality of Outer Box packaging?



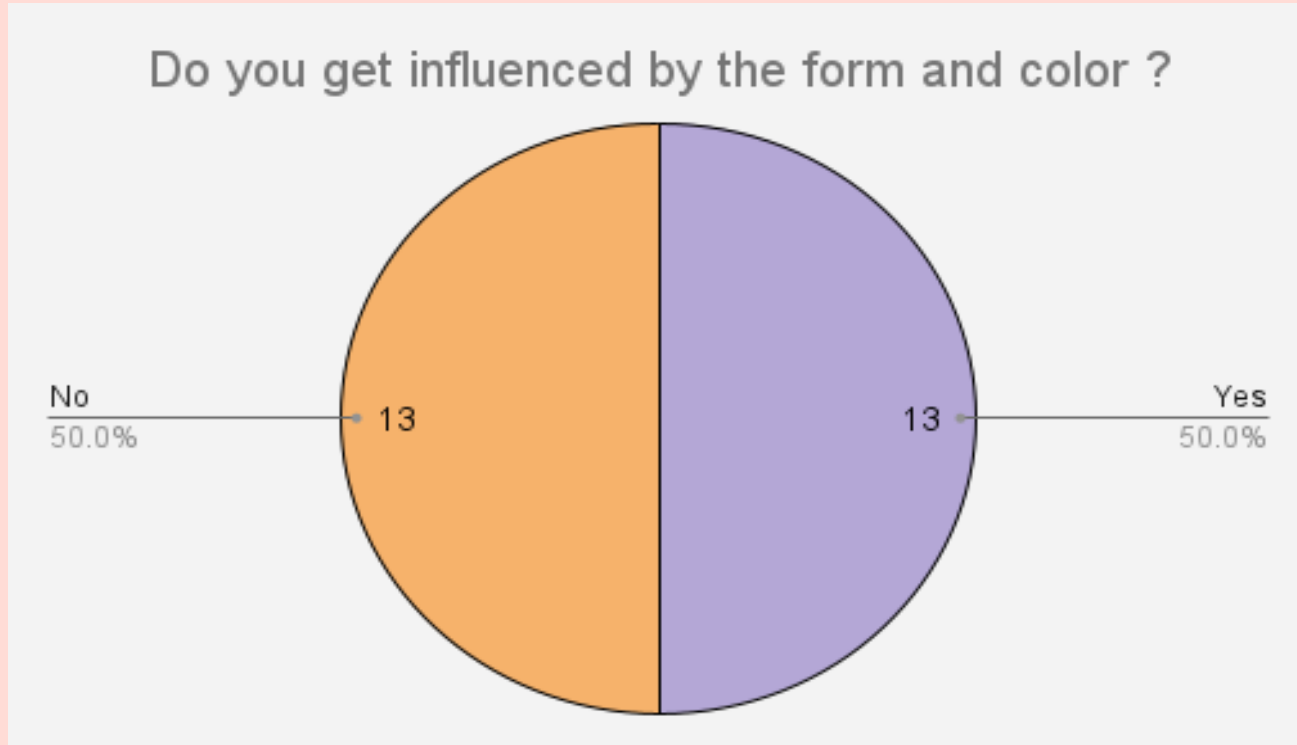


03 Doctor Based Survey

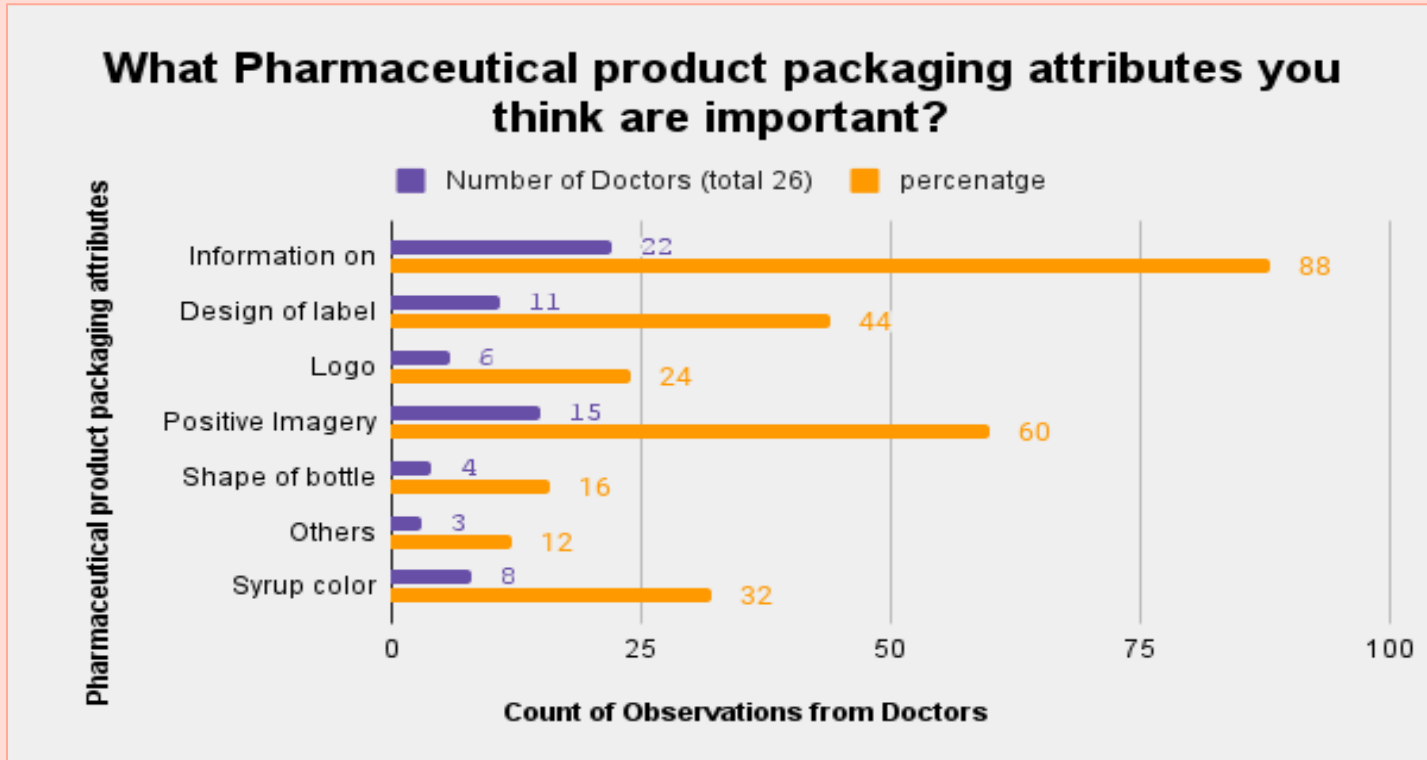
❖ Is there any influence of packaging in the prescription of medicines?



❖ Do you get influenced by the form and color ?



❖ What pharmaceutical product packaging attributes you think are important?





CONCLUSION

FUTURE SCOPE

CONCLUSION



The results obtained revealed that there exists a strong relationship between pharmaceutical packaging and consumers product identification and differentiation. Label design and information plays very important role in purchasing decision.



People at the medical stores do not sell the pharmaceutical products by seeing the packaging attributes but by the results, prescriptions, through OTC margins. According to their opinions the packaging is an important factor in product promotion as people got influence and think that the product quality is related to a good packaging



Specially in the pediatric products where the only reason behind good packaging is to distract children, so mascot, attractive bright colors, cartoon characters are very important.



Doctors also thinks that the packaging is a very important thing in pharmaceutical products, but their prescription does not depend upon the packaging. Their medicine prescription somewhat depends on packaging meaning somewhere they give slight weightage to it.

CONCLUSION



Among the packaging attributes or elements observed from the consumers, medical stores and doctors Logo design, Information, positive imagery and label design were the most voted and specially for doctors' information was the most voted.



Thus, the results of the study shows that the packaging not only perform its traditional role of protection but also taken on sales promotion role through its ability to attract its clients and giving identity to the product.



Packaging can positively reinforce brand hence brand loyalty. Brand image and advertisement may have significant positive influence on consumers buying behavior.



Packaging design of Pharmaceutical products does not guarantee consumers' confidence in the quality of Pharmaceutical products and the corporate image of the Pharmaceutical product manufacturers.

FUTURE SCOPE OF STUDY



Pharmaceutical manufacturing companies should place much importance on their Pharmaceutical packaging designs as it aids the identification and the differentiation of their brands.



Pharmaceutical manufacturing companies should see packaging design as a means of strengthening their brand image which could improve brand loyalty and a positive consumer buying behavior.



Pharmaceutical companies should focus more on adding positive imagery, information, and color of label and outer packaging improving in the product.

THANK YOU!